

FIG. 1 is a schematic diagram of a network system 100. The network system 100 includes a central network 200, which is connected to a plurality of client devices 100a, 100b, and 100n. The client devices 100a, 100b, and 100n are each connected to the network 200 via a network interface. The network 200 is also connected to a plurality of server devices 301, 302, 303, and 304. The server devices 301, 302, 303, and 304 are each connected to the network 200 via a network interface. The network 200 is represented by a cloud shape, and the client devices 100a, 100b, and 100n are represented by computer icons. The server devices 301, 302, 303, and 304 are represented by server rack icons.

100

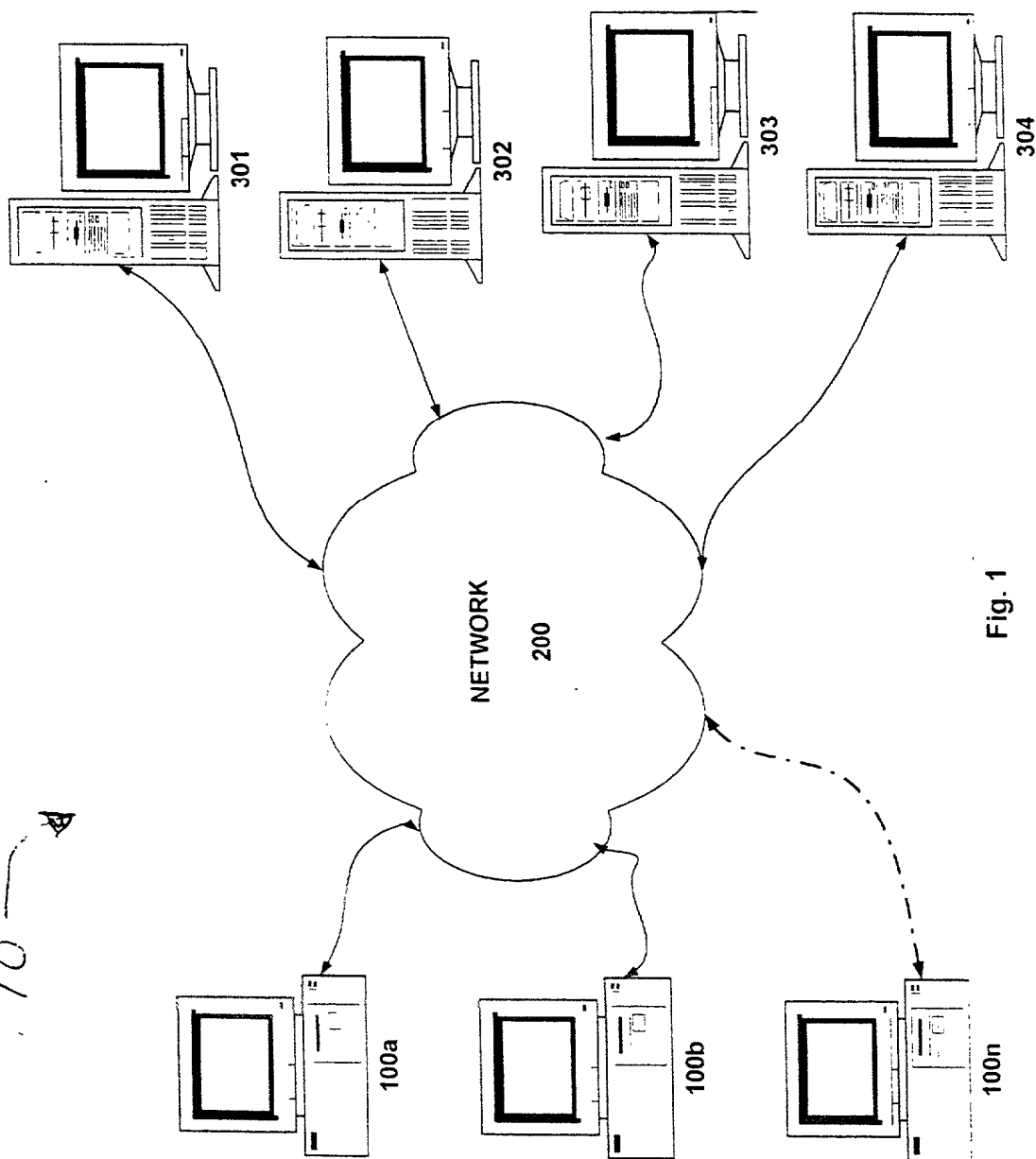


Fig. 1

UNITED STATES PATENT AND TRADEMARK OFFICE
OFFICE OF THE COMMISSIONER OF PATENTS
WASHINGTON, D.C. 20540
2010-01-26

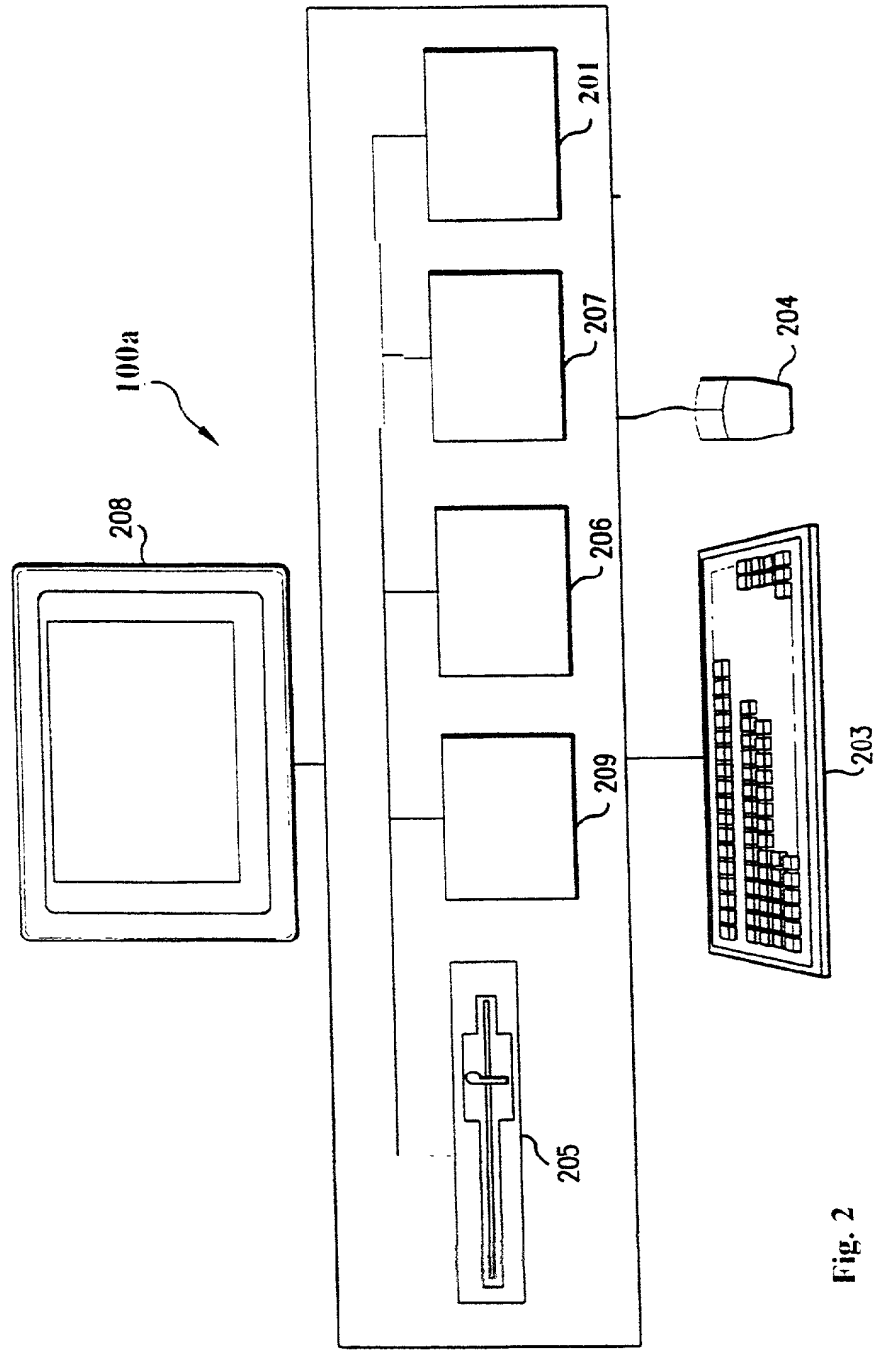
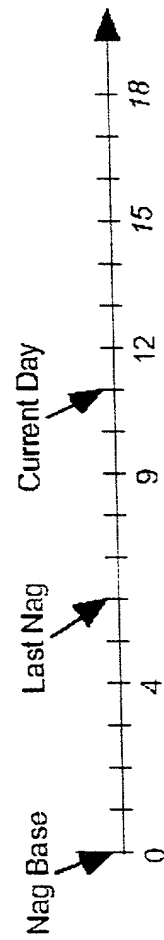
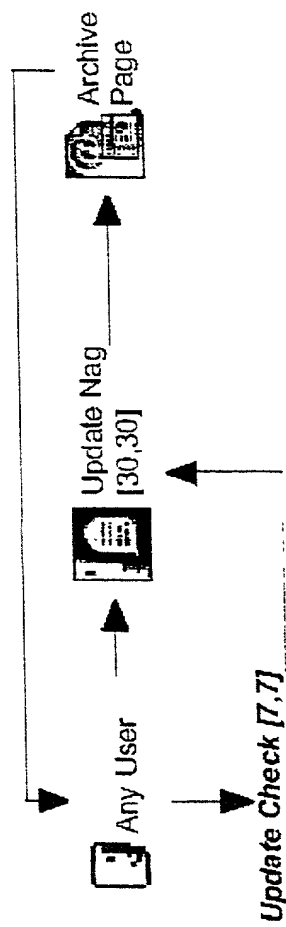
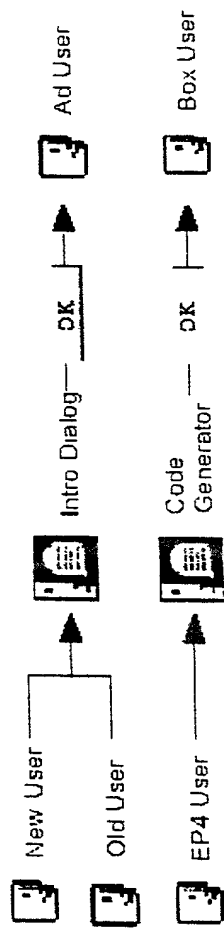


Fig. 2



Welcome to Eudora!
Eudora is now licensed in three ways: Sponsored Mode, Paid Mode, and Light Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning it will display ads.

We have done our best to present the ads in a way that respects the work you do in email. By allowing Eudora to display ads, you get the full power of Eudora for free and we can still pay our bills.

If you decide the ads are not for you, you can change modes. Paid Mode shows no ads. Current Eudora Pro 4.x users will be able to upgrade to Paid Mode for free. Other users will be able to pay a license fee to go to Paid Mode. At this stage in testing, the machinery for Paid Mode is not fully tested, and Paid Mode is unavailable. Light Mode also shows no ads, but has many fewer features.

To switch forms of Eudora, please use the "Payment & Registration" item in the Help menu. To learn more about the three modes, click on the "Tell Me More" button below

Tell me more

OK

Fig. 4B

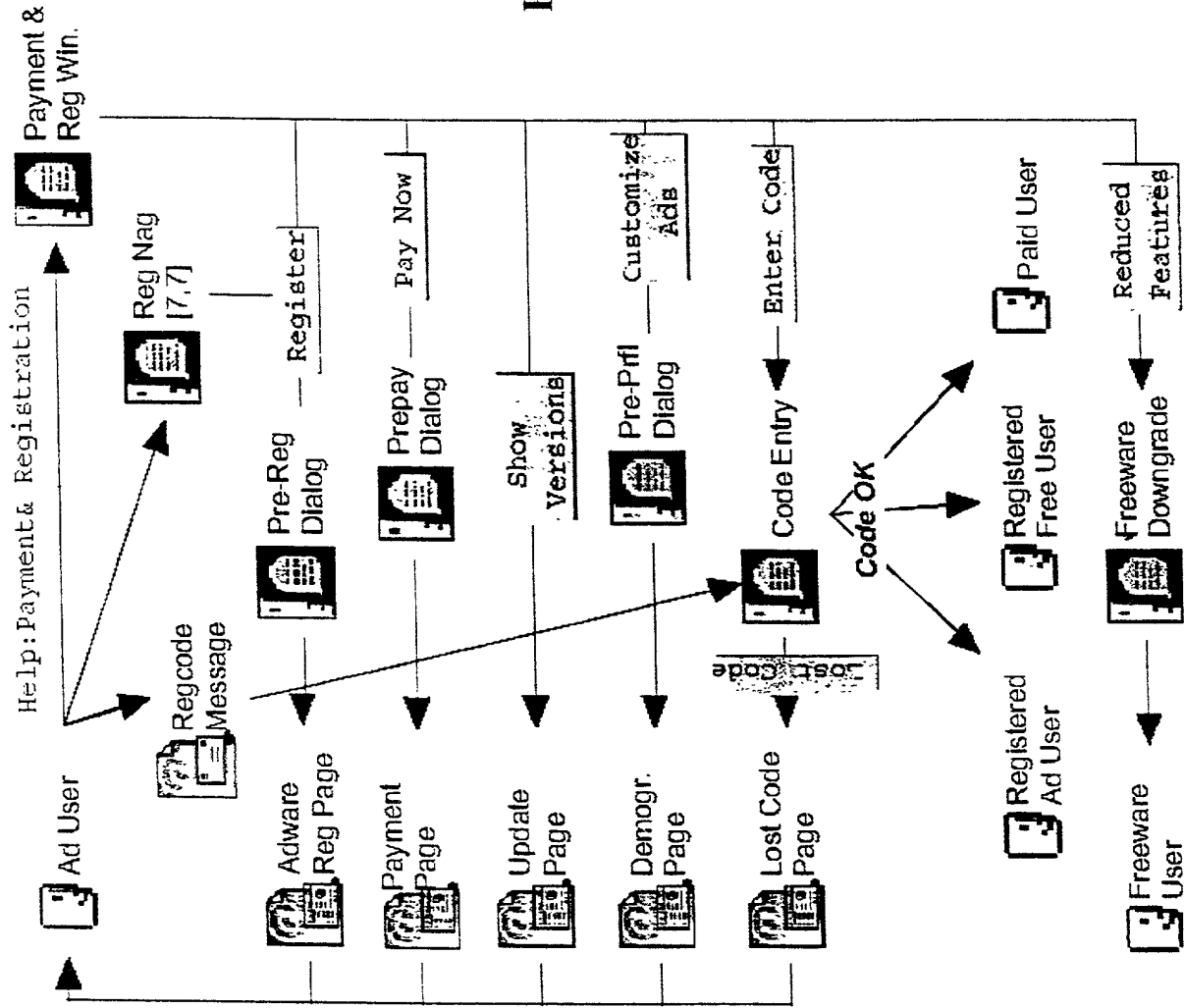


Fig. 5A

Would you like to register your copy of Eudora?

As a registered user of Eudora we won't nag you as often as we do. We'll also erect a giant statue in your image on the front lawn of our corporate headquarters (*).

How cool is that? C'mon... register! It's fun and easy!

(* Giant statue offer void on the planet Earth)

Maybe later

Take me to the registration page!

Fig. 5C

Thanks for choosing to register Eudora!

You'll next be walked through a few quick steps, as described below, before registration is complete:

- Eudora will open your web browser and take you to our registration page
- You'll fill in some simple registration information on the web site
- We'll then email a Eudora registration code back to you
- The next time you check mail, Eudora will automatically recognize this code and display a dialog box inviting you to confirm your registration information
- Ta da! You'll then become a registered user of Eudora... Thanks!

Cancel

Continue

Fig. 5D

Thanks for choosing to purchase Eudora!

You'll next be walked through a few quick steps, as described below, before your purchase is complete:

- Eudora will open your web browser and take you to our Payment & Registration page
- You'll be asked to provide your payment and registration information on the web site
- We'll then email a Eudora registration code back to you
- The next time you check mail, Eudora will automatically recognize this code and display a dialog box inviting you to confirm your registration information
- Ta-da! You'll then become a Paid mode user. Congratulations!

Cancel

Continue

Fig. 5E

Thank you for your registration!
To complete your registration, please enter the name you
order and your registration code below.

The exact name you registered under:

First Name:

John

Last Name:

Manyjars

Your registration code:

48925-89A2-B1149

I Lost the Code

Cancel

OK

Fig. 5F

Do you really want to switch to the Light version of Eudora?

While Eudora in light mode remains a very capable email client, it lacks the power of the full version. Here are some of the features you would be giving up, with checkmarks next to the ones you're using now:

- ✓ Check the spelling of your email messages as you type
- ✓ Multiple personalities for managing multiple mail accounts or identities
- Message stationery to help you respond to your mail more quickly
- Multiple signatures to help personalize your mail
- ✓ More powerful filtering
 - Change the personality associated with messages for better organization
- ✓ Play various sounds when mail arrives depending on your filters
 - Open a message or mail box in response to a filter
 - Print mail directly from filters

You can continue to enjoy the time-saving power of these features, at no charge, simply by leaving Eudora in sponsored mode. If you really want to make the ads go away but keep Eudora's full capabilities, hit "Cancel" and then select "Full Version (costs money, no ads)."

Cancel

Reduced Features

Fig. 5G

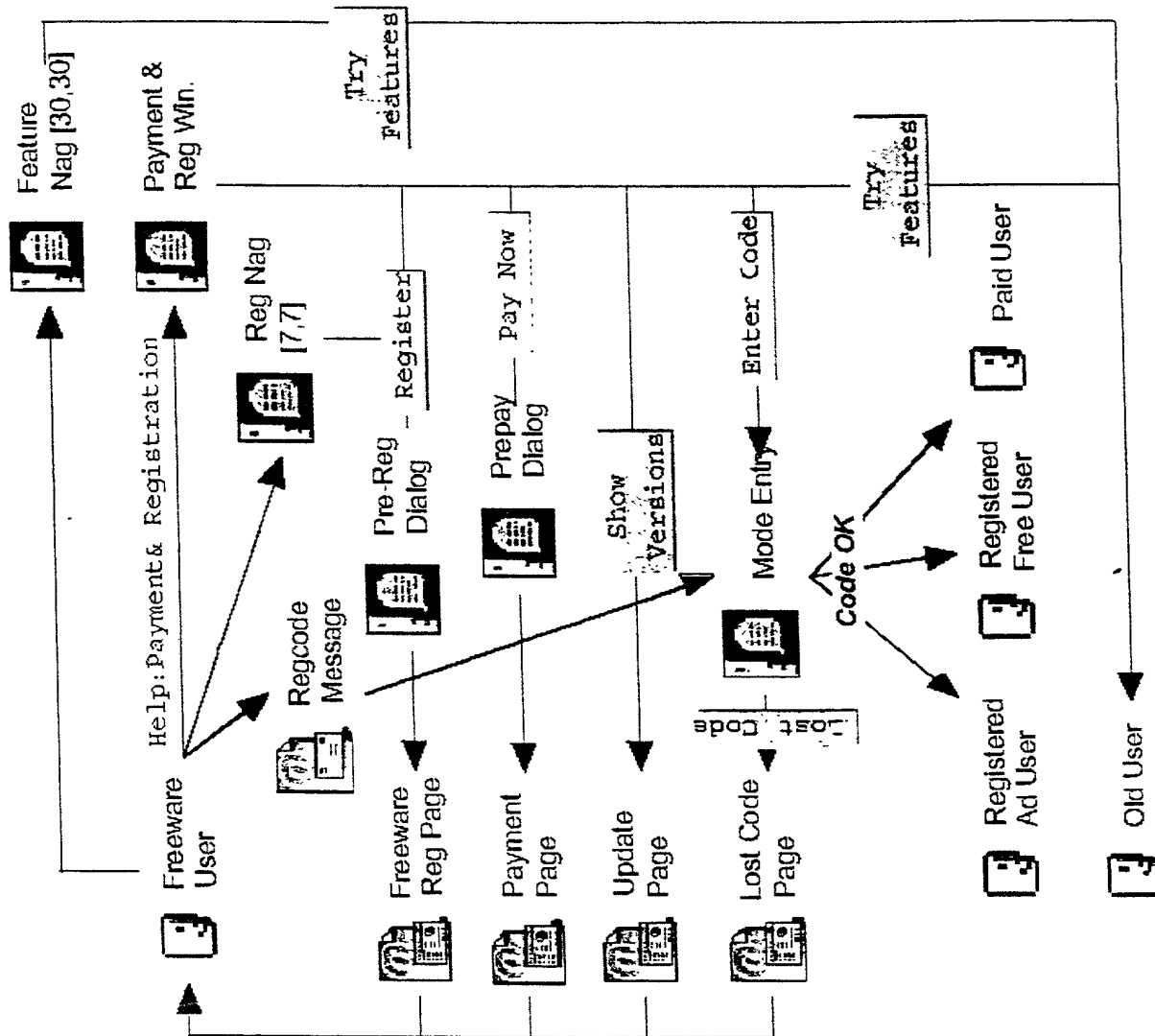


Fig. 6A

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99

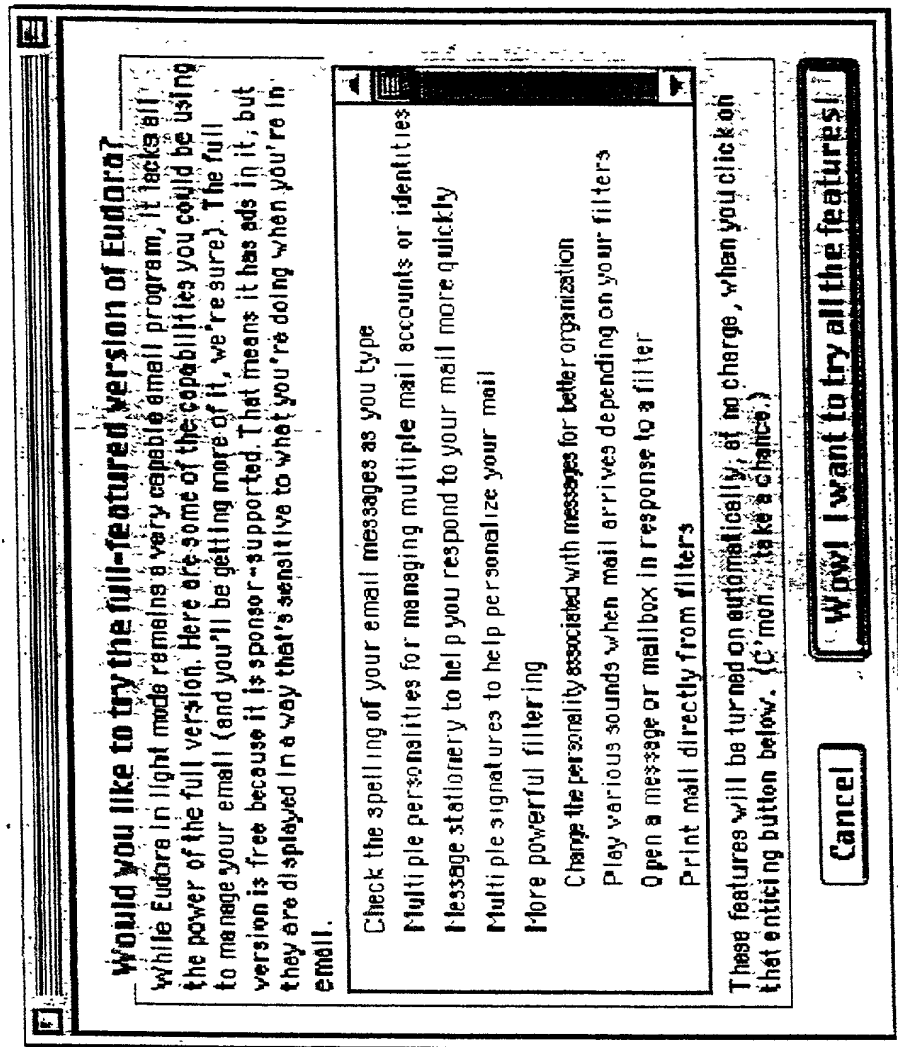


Fig. 6B

There are updates available to Eudora

You have Eudora version 4.1. The following updates have become available since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather, you of updates, follow this.

Eudora 5.0

This is a major upgrade, with great new features like automatic .

Eudora 4.2

This update is mostly bug fixes. This update is free to you.

Printed Manual

You can buy a printed manual for Eudora.

Fig. 7B

FIG. 9 is a flowchart illustrating a process for handling a payment. The process starts with a user (Ad User) interacting with a system (Paid App). The user selects an option (Pay Now) which leads to a Prepay Dialog. The Prepay Dialog leads to a Payment Page. The Payment Page leads to an Archive Page. The Archive Page leads to a Paid User. The Paid User leads to an Unpaid App. The Unpaid App leads to an Unpaid User. The Unpaid User leads back to the Paid App. The Paid App leads back to the Ad User. The Ad User leads back to the Paid App. The Ad User also has an OK button that leads to the Paid App.

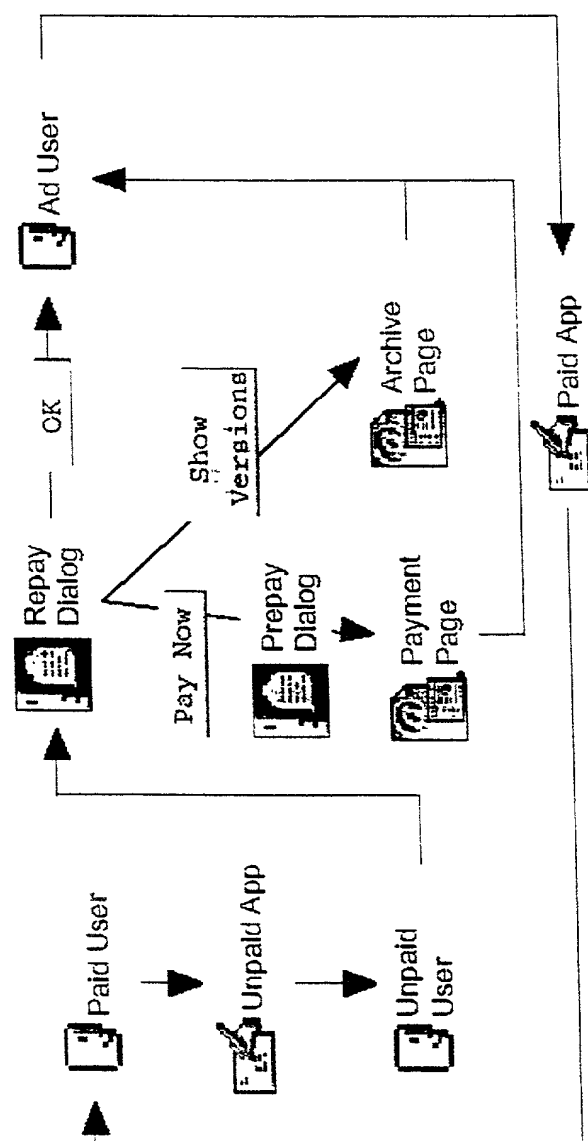


Fig. 9

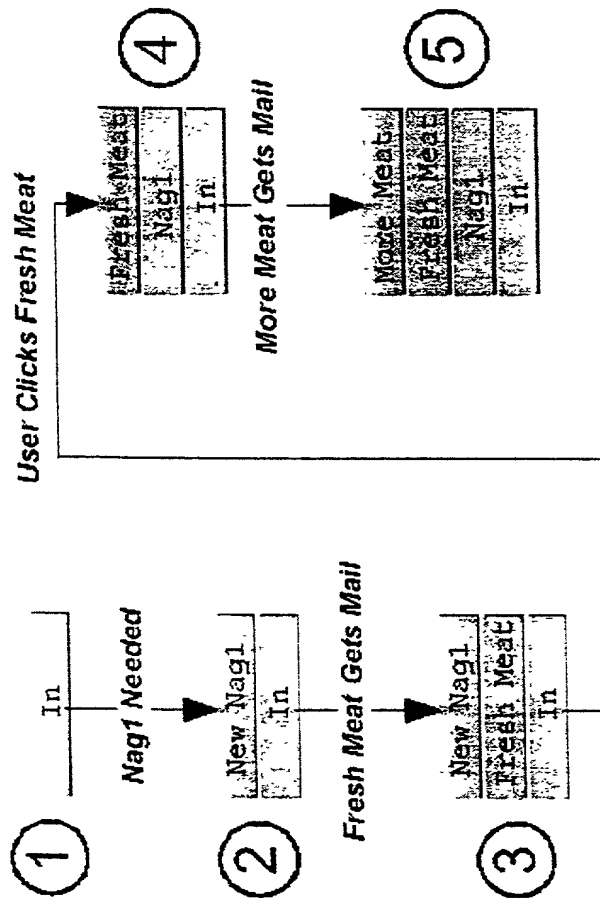


Fig. 10

QUALCOMM CORPORATION
10550 N. Tustin Ave., Suite 200
Irvine, CA 92618-1697
Tel: 949.261.1000
Fax: 949.261.1001
http://www.qualcomm.com

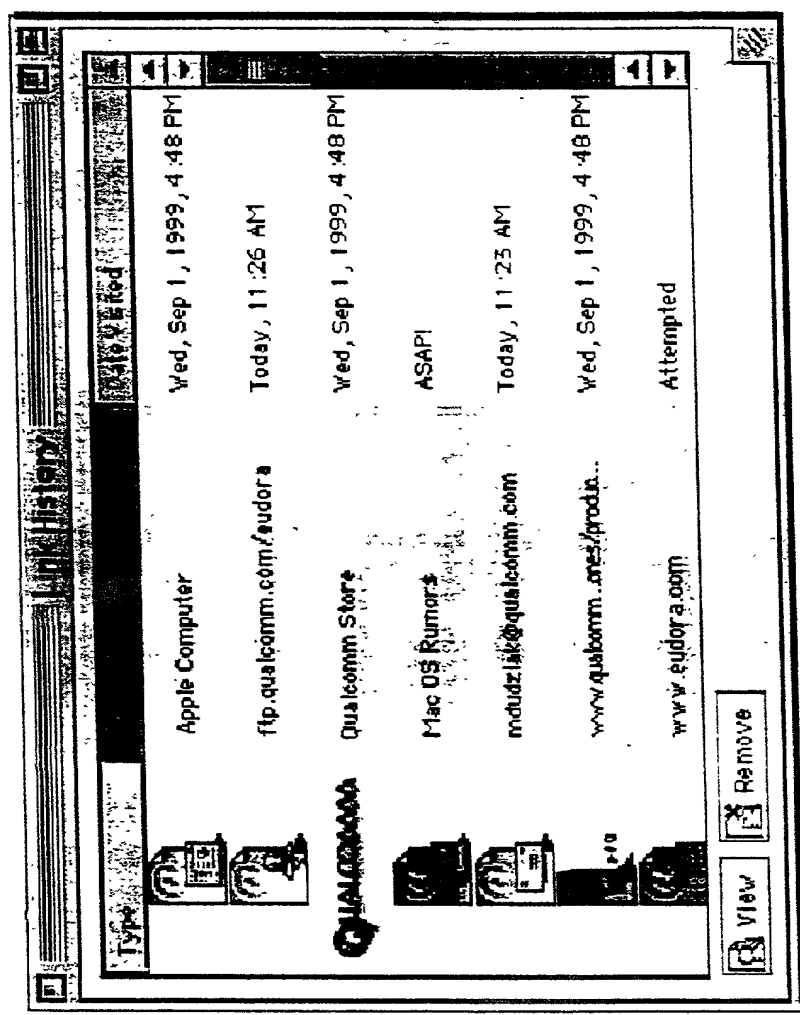


Fig. 12A

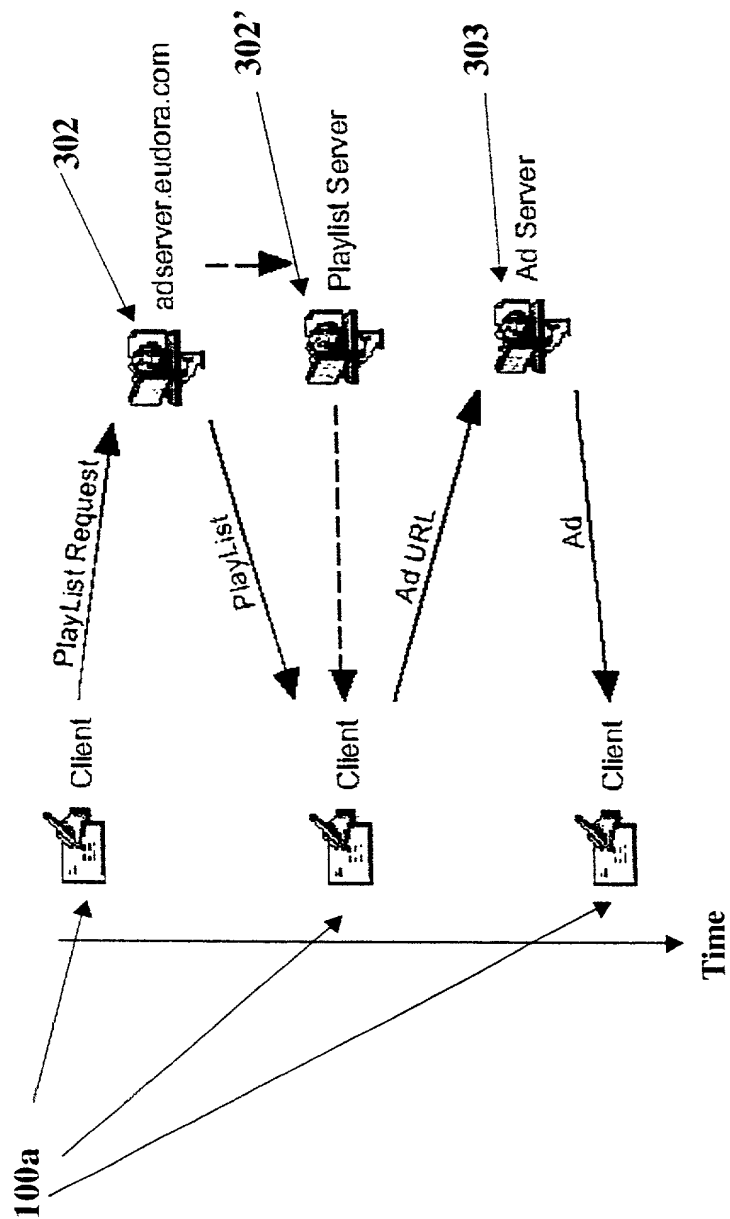


Fig. 14

```

////////////////////////////////////
// Main ad scheduler
ScheduleMain
{
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )
{
// there is nothing to be done
return
}
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
{
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
}
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
{
Do ShowARunout
}
else
{
Do ShowARegularAd
}
}
// end ad schedule main

```

Fig. 15A


```

////////////////////////////////////
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
{if ( the calendar day has changed )
{
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
{
if ( ad.thisShowTime > 0 )
{
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
}
}
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
{
ad.numberShownToday = 0
}
// Record yesterday's facetime
// Might not literally be yesterday, be sure to use
// whatever day the app was last run on
set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
}
}
// end CheckForNewDay

```

Fig. 15B

```

////////////////////////////////////
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
{
for runout ads
{
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
{
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
}
// if we haven't found a runout ad, we will go to "rerun"
state
Do ShowARerun
}
// end ShowARunout

```

Fig. 15C

```

////////////////////////////////////
// Rerun state. Look for a regular ad to rerun
ShowARerun
{
for regular ads [ in current block ]
{
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if ( ad.lastShownDate is older than returnInterval )
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
{
ask for ad to be downloaded
try next ad
}
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
return
}
// if we get here, we have no ads to show. Punt.
return
}
// end ShowARerun

```

Fig. 15D

```

////////////////////////////////////
// Show a regular ad
ShowARegularAd
{
for regular ads [ in current block ]
{
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this ad today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we done showing this ad for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
{
ask for ad to be downloaded
try next ad
}
// ok, we believe we should show this ad
// we are now in regular state
Do ShowAnAd
return
}
// If we get here, we have failed to find a regular
// ad. Go to runout
Do ShowARunout
}
// end ShowARegularAd

```

Fig. 15E

```

////////////////////////////////////
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
{
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
{
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset thisShowTime here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
}
}
// end AdEndBookkeeping

```

Fig. 15F

```

////////////////////////////////////
// Show an ad, including bookkeeping and block handling
ShowAnAd
{
// If the ad is in a block, notice that
if ( it's in a "block" playlist )
{
if ( not currently in a block )
{
find ad in block with minimum numberShown
make that our ad
set blockGoal to minimum numberShown+1
}
set current block to this playlist
}
// now do bookkeeping
Do AdStartBookkeeping
// and actually show it
Do DisplayThatAd
}

```

Fig. 15G

```

////////////////////////////////////
// Perform housekeeping when we put up an ad
AdStartBookkeeping
{
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// For regular ads
if ( it's a regular ad )
{
ad.thisShowTime = 0
ad.lastShownDate = now
}
}
// end AdStartBookkeeping

```

Fig. 15H

FIG. 16A

Persistent Ads	
PlayList Request	faceTime Used to determine how much advertising to send to client faceTimeLeft Not used
PlayList Response ClientInfo	reqInterval Relatively large: one or more days flush Used Single playlist completely specifies list of ads client should have
PlayList Response Scheduling Parameters	showForMax Not used

Fig. 16A

Short-Lived Ads	
PlayList Request	faceTime Not used faceTimeLeft Used to determine how many ads client should receive
PlayList Response ClientInfo	reqInterval Not used Instead, client requests new playlist whenever ads "run low" flush Not used
PlayList Response Scheduling Parameters	showForMax Used to determine how long an ad runs

Fig. 16B

Eudora doesn't seem to be getting ads.

For some reason, Eudora is unable to download new ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora. Please visit the Eudora web site for information about how to resume getting ads.

Invalid HTTP request (Error code: 503)

**if ad downloading continues to fail, Eudora will eventually
revert to the Light version which is less powerful.**

Take me to the Eudora web site

Fig. 17A

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will now revert to a less powerful version. If you would like more information about why Eudora's features are being reduced at this time, please visit the Eudora web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience.

[Take me to the Eudora web site.](#)

[Sorry, OK...](#)

Fig. 17C

We'd like to know how you use Eudora.

In order to make Eudora work as well as possible, it's important that we know how people use it. We ask users for this information at random. Looks like it's your turn. If you're open to helping us this way, all you have to do is click "Generate Info" below and a message will be created. You can review the contents of the message if you like, and then send it to us or not -- that's up to you.

We value our privacy; we're pretty sure you value yours. So we want you to know what we'll be collecting and give you a chance to eliminate anything you don't want to send. Simply uncheck the boxes next to any information you'd rather not send.

Please understand that as soon as we receive your email, we will throw away the headers that identify the mail as coming from you. You see, we don't actually need to know who you are to find your information helpful. So we promise to protect your privacy and turn you into "just a number." --

It's OK to transmit statistics regarding:

- ☒ Your demographic data
- ☒ Your Net/Eudora usage
- ☒ Advertisement information
- ☒ Eudora features you use
- ☒ Non-personal settings

Generate Info

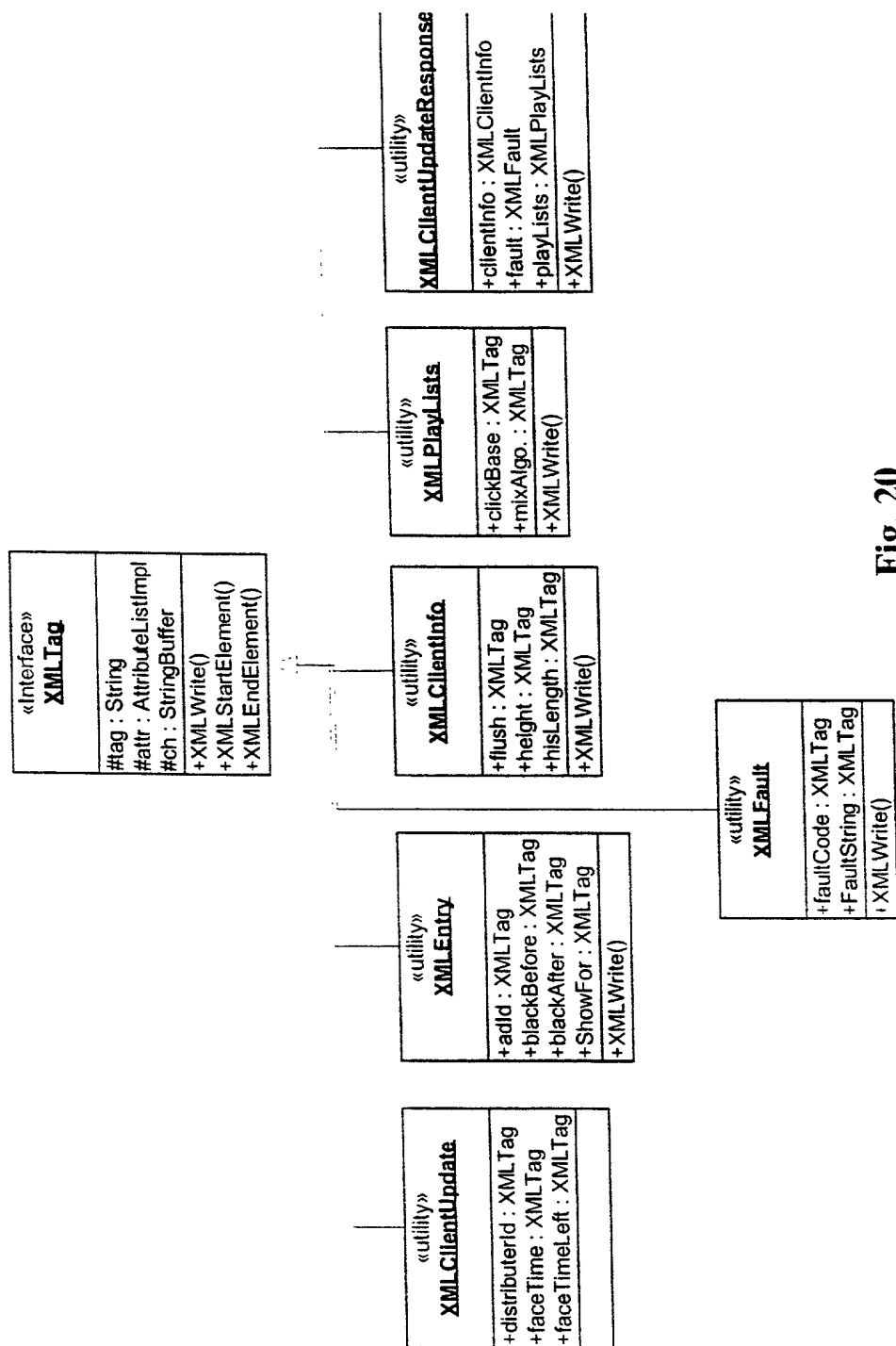
Cancel

Fig. 18A

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

Page	Applicable Query Parts													topic		
	action	platform	product	version	distributor	mode	realname	email	regfirst	reglast	regcode	oldReg	regLevel	profile	url	adid
Payment	pay	X	X	X	X	X	X	X	X	X	X	X				
Freeware Registration	register-free	X	X	X	X	X	X	X	X	X	X					
Adware Registration	register-ad	X	X	X	X	X	X	X	X	X	X					
Box Registrations	register-box	X	X	X	X	X	X	X	X	X	X					
Lost Code	lostcode	X	X	X	X	X	X	X		X	X	X				
Update	update	X	X	X	X	X							X			
Pro Update	proudate	X	X	X	X	X							X			
Archived	archived	X	X	X	X	X										
Profile	profile	X	X	X	X	X	X	X						X		
Introduction	intro															
Support	n/a	X	X	X	X	X	X	X	X	X	X	X				no-qt
QuickTime Missing	support	X	X	X	X	X										ad-fail
Ad Failure	support	X	X	X	X	X										tutor
Tutorial	support	X	X	X	X	X										faq
FAQ	support	X	X	X	X	X										light
Light Users	support	X	X	X	X	X										search
Search Support	support	X	X	X	X	X										usenet
Newsgroups	support	X	X	X	X	X										

Fig. 19



* The list of available ads advantageously can be built from the following query:

```
ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND
AdType = 'P' AND AdStatus = 'A' AND ImpressionsServed < Impressions ORDER BY ImpressionsServed ASC");
```

run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = 'R' AND AdStatus = 'A' AND ImpressionsServed < Impressions ORDER BY ImpressionsServed ASC);

* The time required to deliver the ads advantageously can be calculated in the following manner.

```
face time left for today [seconds] = faceTime[today] - faceTimeUsedToday
```

(Comment: Face time left for today is the number of seconds the servlet can use to deliver special ads today.)

```
predict face time [seconds] = SUM( faceTime[tomorrow + 1] , ... faceTime[tomorrow + reqInterval]
)
```

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

```
goal show time left [seconds] = predict face time - faceTimeLeft
```

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 21A

```

8 Targeting
  while (face time left for today ) {
    if ad is not in the history {
      select ad [according to target = today]
      face time left for today -= ad.showFor
    }
    next ad
  }

  while (Goal show time left ) {
    if ad is not in the history {
      select ad [according to target]
      goal show time left -= ad.showFor
    }
    next ad
  }

```

Default values:

- reqInterval = 1 day.
- faceTime = 30 minutes
- faceTimeQuota is ?
- histLength = 31 days

Fig. 21B

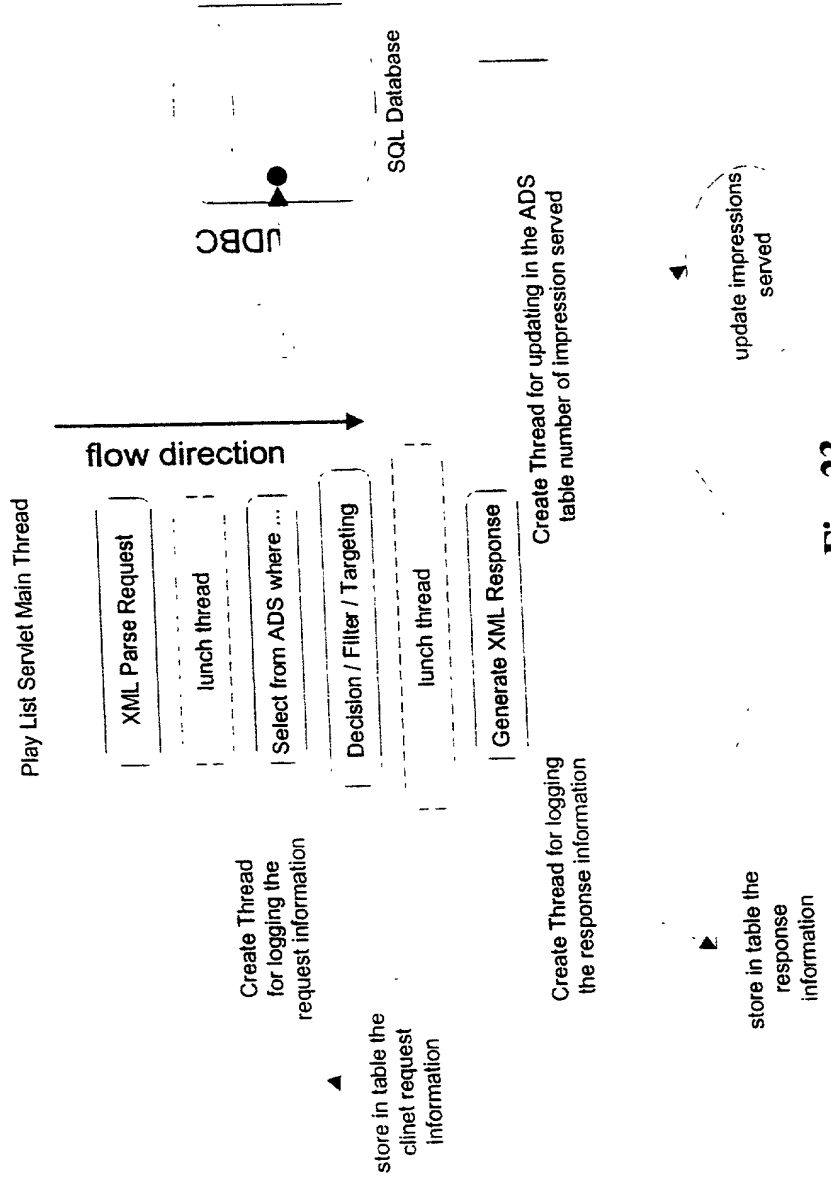


Fig. 23